



The Employer Value Proposition – *The Power of Differentiation*

Karl-Johan Hasselström - 2018-09-12

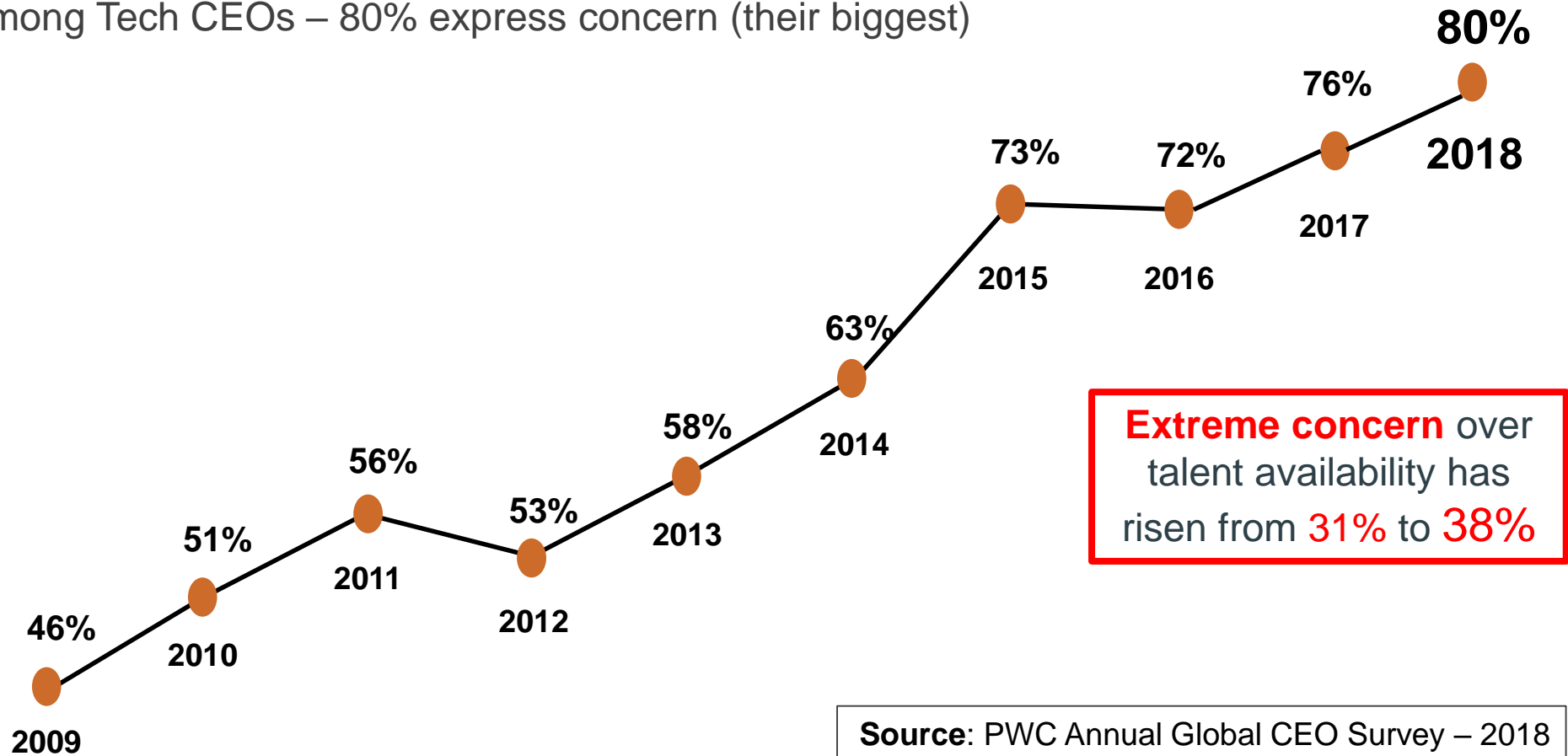
The strategic approach to Employer Branding

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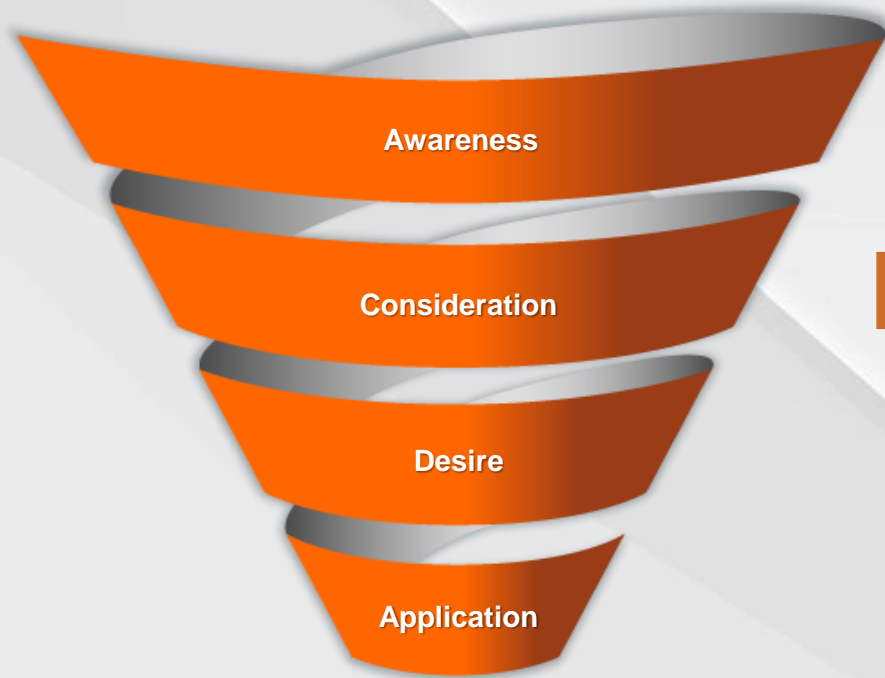
WAR FOR TALENT

- CEOs concern over the availability of key skills is at an all time high
- Among Tech CEOs – 80% express concern (their biggest)



The competition gets tougher and tougher

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2008

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12

20

What is the
difference between
an EVP and an
Employer Brand?

Influence Your Employer Brand in the Right Direction

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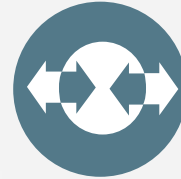
ALL EMPLOYERS HAVE AN EMPLOYER BRAND

Even if employers don't actively manage the brand, it exists and it influences whether or not students and young professionals choose the employer.



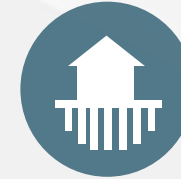
THE CORE OF THE BRAND IS THE EVP

To influence how talent perceives and experiences the employer brand, organizations need an Employer Value Proposition (EVP).



THERE IS AN INTERNAL AND AN EXTERNAL PERSPECTIVE

A strong employer brand is as relevant to employee loyalty, engagement and retention as it is to attracting external talent.



AN EFFECTIVE STRATEGY NEEDS A SOLID FOUNDATION

It is important that the EVP is developed using in-depth research about current employees, management and external talent groups, in order to create a compelling and sustainable, and effective brand.

How to build a successful EVP

Phase 1

Understand

Current Employer
Branding Strategy

Management's
vision & goals



RESEARCH
Internal/External

Corporate
Branding Strategy

Competitors'
positioning

Phase 2

Decide

EVP
EMPLOYER
VALUE
PROPOSITION

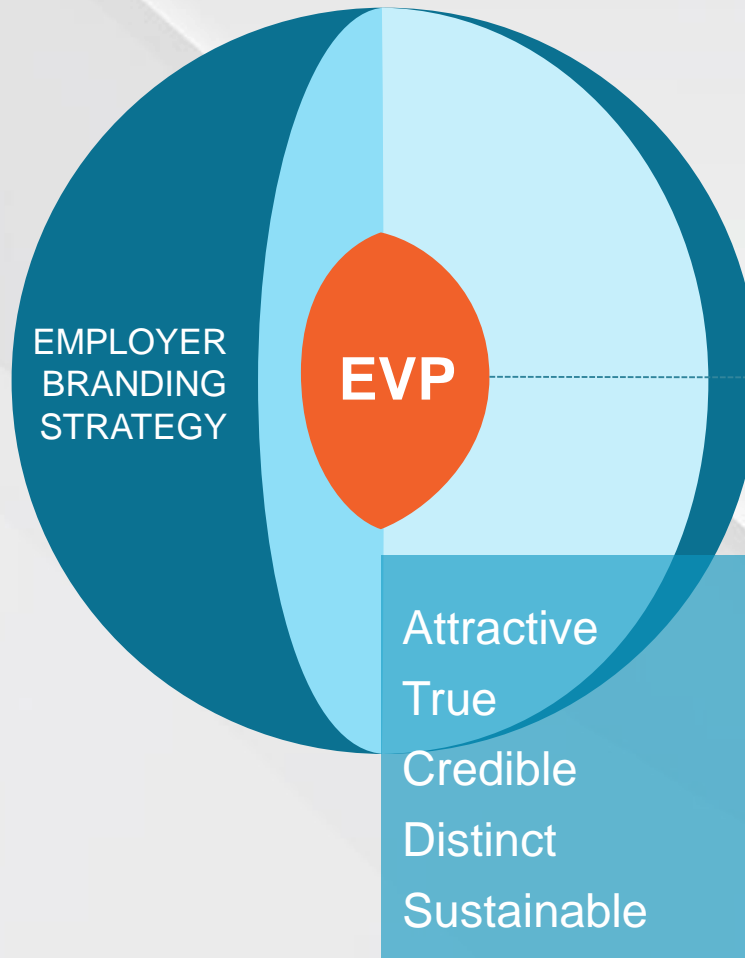
- Attractive
- True
- Credible
- Sustainable
- Distinct

Phase 3

Global & Local Expression

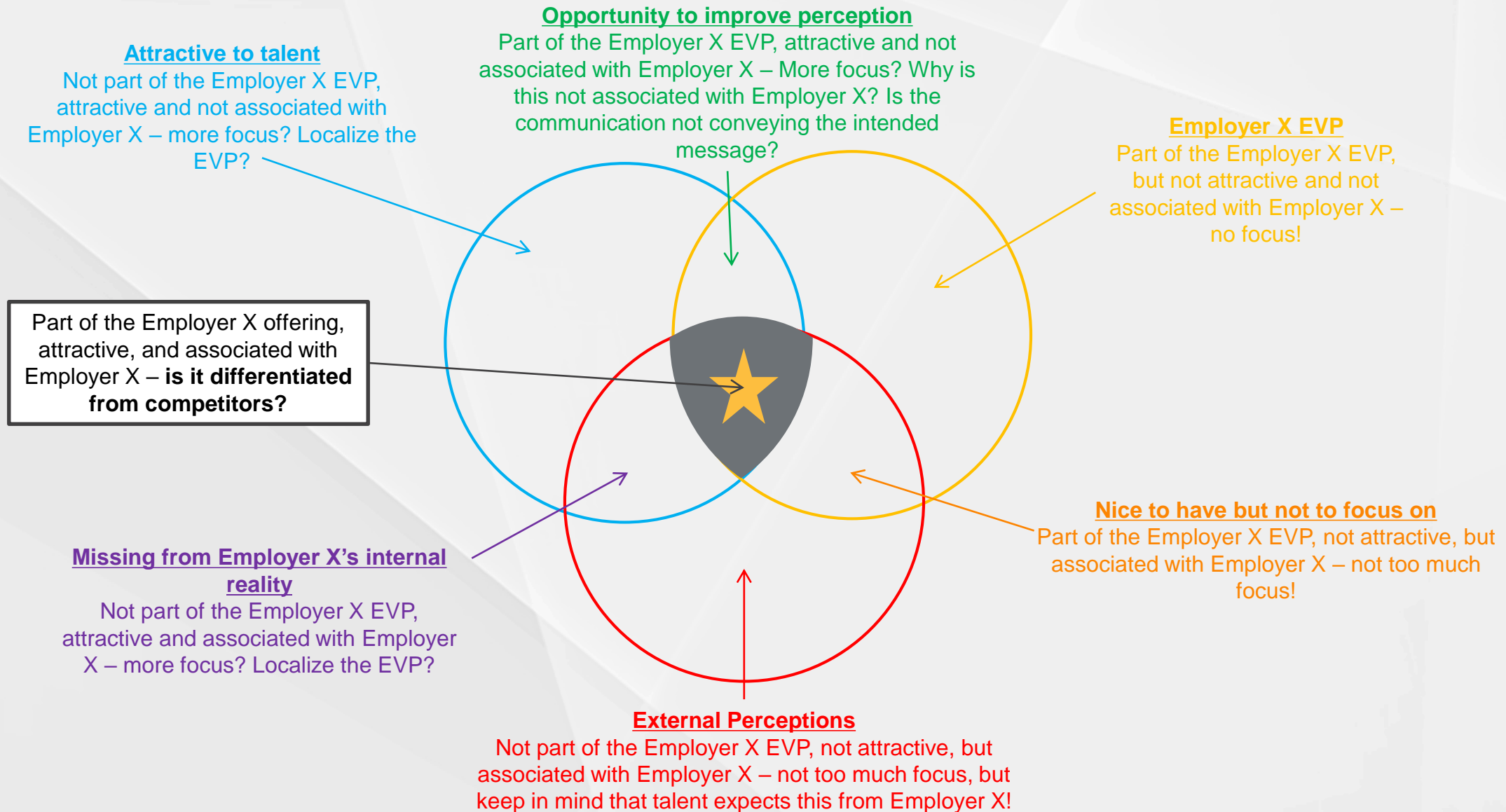


- Global brand identity
- Messaging platform
- Local expression



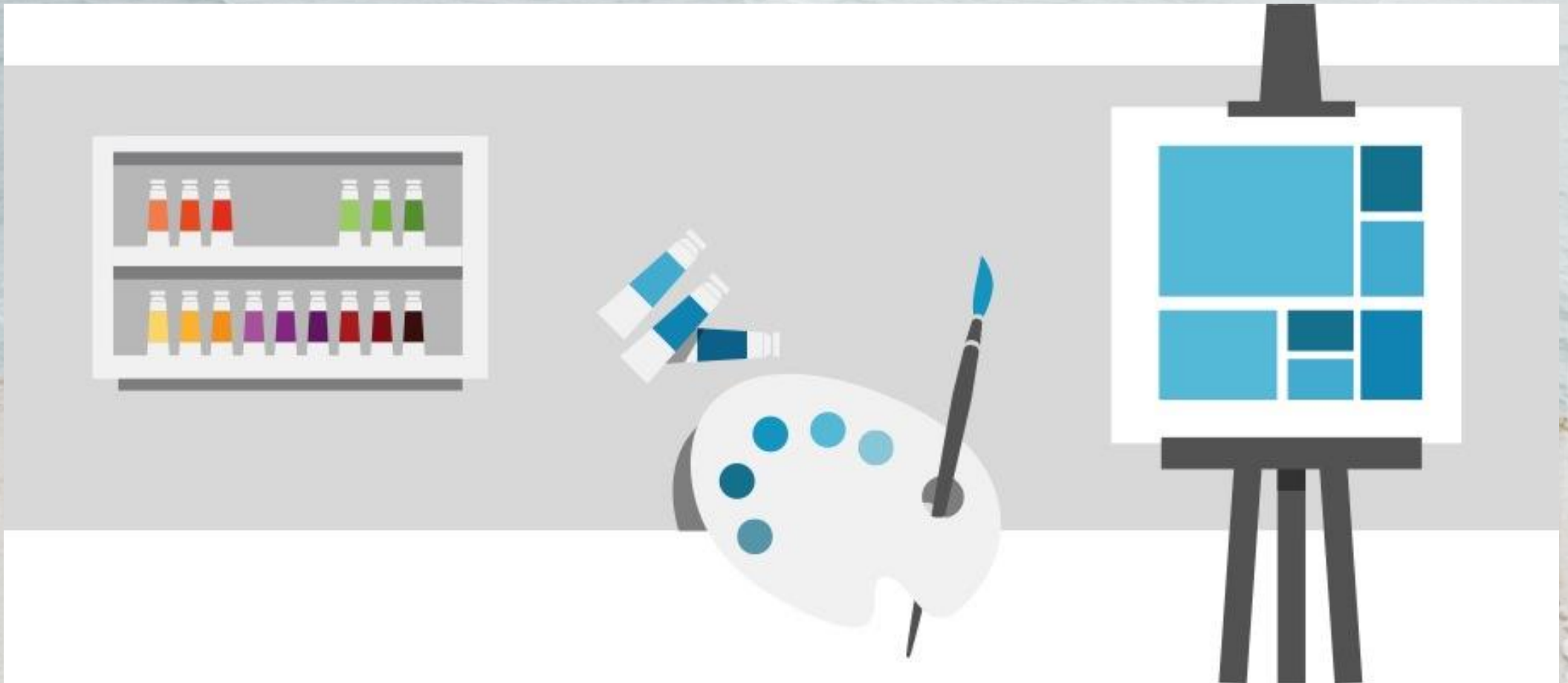
- **Degree of change?**
(Current strengths vs. Future aspirational stretch)
- **Degree of consistency?**
(Global consistency vs. Local adaptation)
- **Degree of differentiation?**
(Competitive parity vs. Competitive differentiation)
- **Balance of expectation?**
(What you give employees vs. What you expect in return)

The localization of the EVP



One pallet, many paintings

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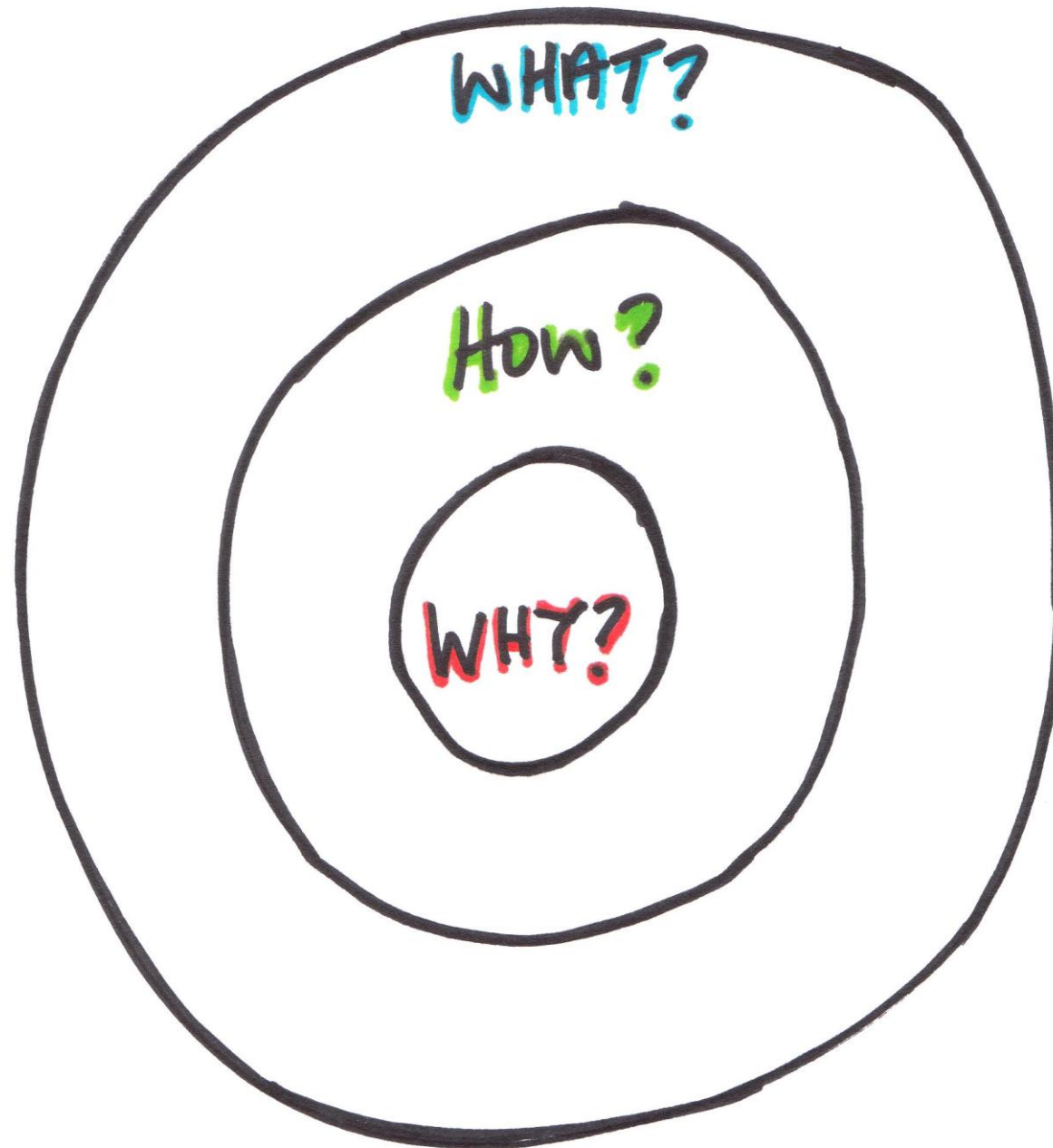


Be data-led, human and purposeful.

The biggest challenge?

58%

of surveyed HR Leaders believe that **differentiation** is the biggest challenge in their talent attraction work



Want to discuss???

...don't be a stranger



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